Exhibit B12
Public Redacted Version

EXHIBIT 12
FILED UNDER SEAL

Date: Tuesday, June 19 2018 12:47 PM
Subject: RE: Sorry...
From: Adrian Ong <Adrian.Ong@match.com>
To: Purnima Kochikar <kochikar@google.com>; Brandon Barras <bbarras@google.com>;
CC: Alyssa Ablao <aablao@google.com>; Ian Purves <Ian.Purves@match.com>;

Hi Purnima

1. We tested POF (all markets) and Meetic (Germany only). I know POF we've been running a test over many months but Meetic I'm still awaiting all the specifics.
2. On POF, [redacted]
4. Lastly, we then compute a 30% rev share on top of these numbers and we're looking at a world of pain

Thanks
-AO

From: Purnima Kochikar [mailto:kochikar@google.com]
Sent: Tuesday, June 19, 2018 11:01 AM
To: Adrian Ong <Adrian.Ong@match.com>; Brandon Barras <bbarras@google.com>
Cc: Alyssa Ablao <aablao@google.com>
Subject: Re: Sorry...

Hi Adrian,

So sorry I missed what would have been an important discussion.

Would you please share a few more details (adding Brandon who may already have these details)...

- Which apps did you test and in which markets over what period?
- Do you have hypothesis on why the shift is happening to smaller intervals? Does the user see the same subscriptions options on your own billing solution and on GPB?
- You had previously talked about not enough signals to proactively anticipate and address churn. Is this still the predominant reason for more churn on GPB? What signals would help you reduce the churn?

Thank you for your continued partnership. We will make the platform better together.

P

On Tue, Jun 19, 2018 at 11:56 AM Adrian Ong <Adrian.Ong@match.com> wrote:

Exhibit
DX 0928

Thank you - I also have an update on some GBP tests we have run ... unfortunately [redacted]

On Jun 19, 2018, at 10:43 AM, Purnima Kochikar <kochikar@google.com<mailto:kochikar@google.com>> wrote:

Hi Adrian,

I am in NYC for work and had an unexpected conflict. Sorry I could not make your call. I thought I emailed you through the calendar, but realized that you are not on the invite, only Alyssa was. My apologies.

A quick update - we discussed your feedback at length and we are taking the time to figure out how best to address. Nothing new to report at this time. We will keep you posted.

Alyssa, please reschedule. Thanks.

P

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Purnima Kochikar
Google Play, Apps & Games
kochikar@google.com<mailto:kochikar@google.com>
+17813548147

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Purnima Kochikar
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Exhibit B13
Public Redacted Version

EXHIBIT 21
FILED UNDER SEAL

[redacted]

Exhibit B14
Public Redacted Version

EXHIBIT 23
FILED UNDER SEAL

Exhibit B11
Public Redacted Version

EXHIBIT 22
FILED UNDER SEAL

Google Play
Match Group
Product Update
2/28/2022
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Proprietary and confidential
Agenda
1. Status update on previous, mutually prioritized Match product asks
2. Play product update: Subscription Platform EAP
3. Next steps
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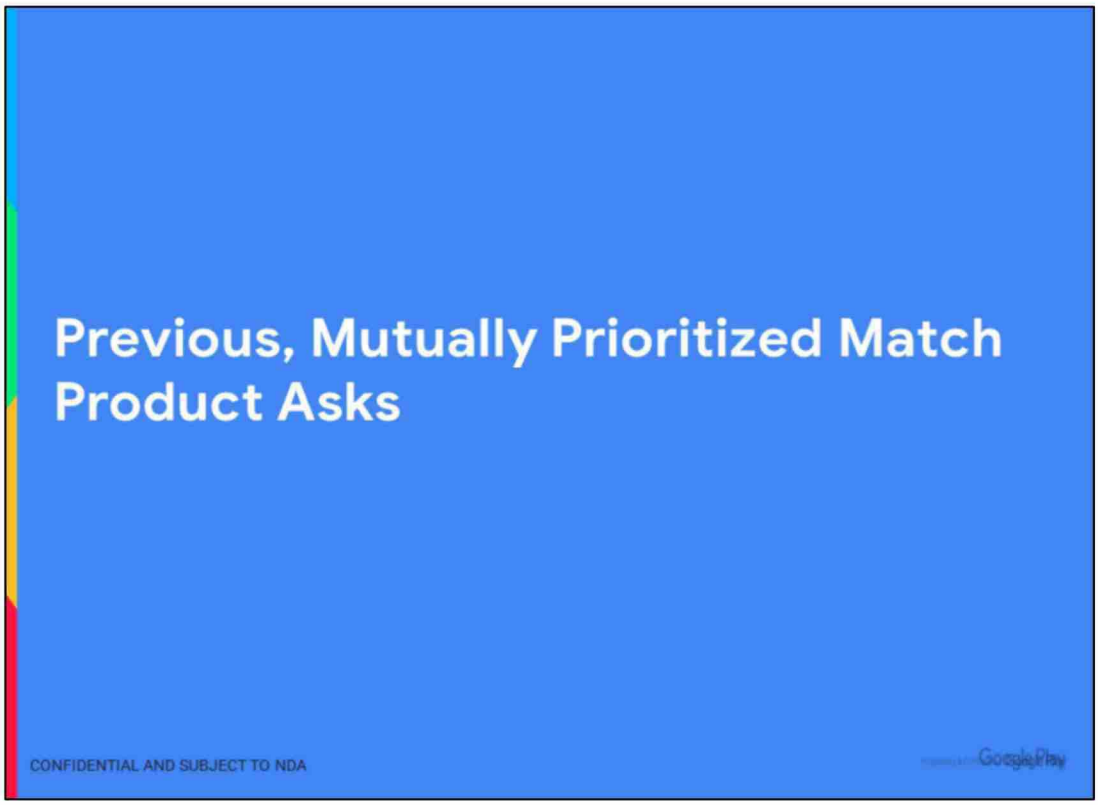
Previous, Mutually Prioritized Match Product Asks
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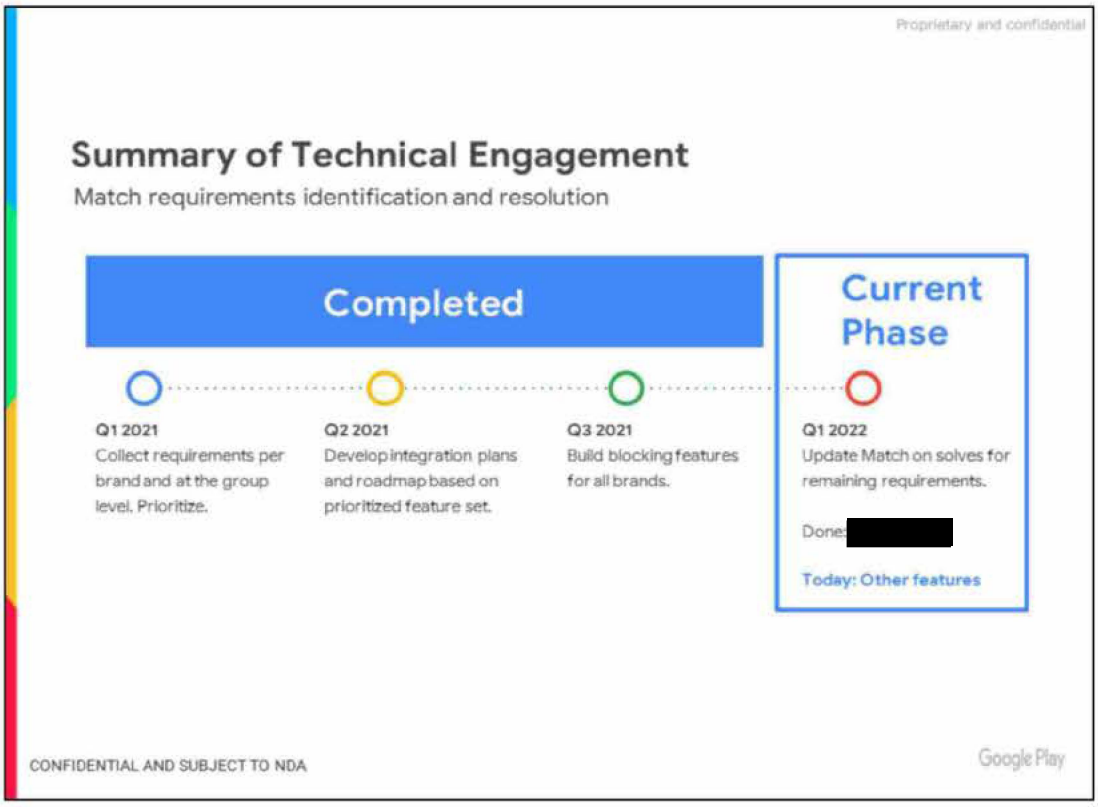
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Summary of Technical Engagement
Match requirements identification and resolution
Completed
Current Phase
Q1 2021
Collect requirements per brand and at the group level. Prioritize.
Q2 2021
Develop integration plans and roadmap based on prioritized feature set.
Q3 2021
Build blocking features for all brands.
Q1 2022
Update Match on solves for remaining requirements.
Done: [redacted]
Today: Other features
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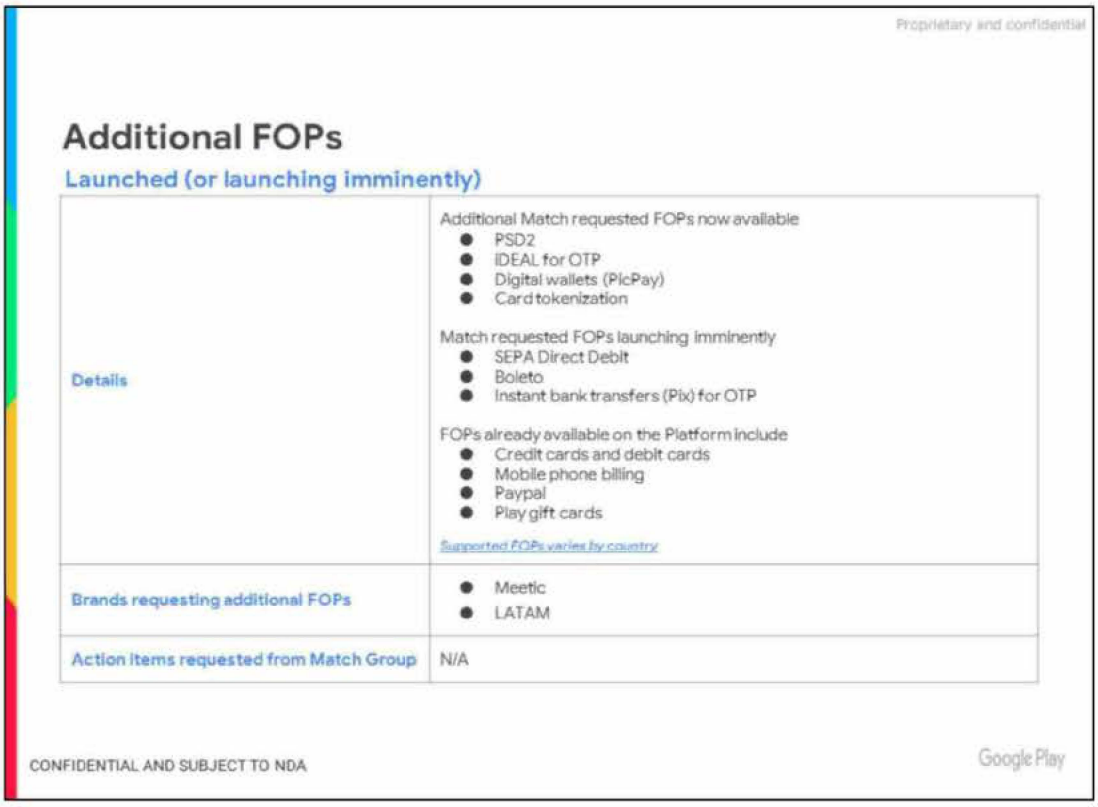
Note that we can cover Q12022 requirements thanks to new features launched since our last technical engagement

Our two teams, together, agreed on what was gating vs fast follow, in the shared tracker

also you can voice over these were gating, and fast follow for gpb adoption and compliance (would prefer not to write it down)



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Additional FOPs

Launched (or launching imminently)

Details	Additional Match requested FOPs now available ● PSD2 ● IDEAL for OTP ● Digital wallets (PicPay) ● Card tokenization Match requested FOPs launching imminently ● SEPA Direct Debit ● Boleto ● Instant bank transfers (Pix) for OTP FOPs already available on the Platform include ● Credit cards and debit cards ● Mobile phone billing ● Paypal ● Play gift cards Supported FOPs varies by country
Brands requesting additional FOPs	● Meetic ● LATAM
Action items requested from Match Group	N/A

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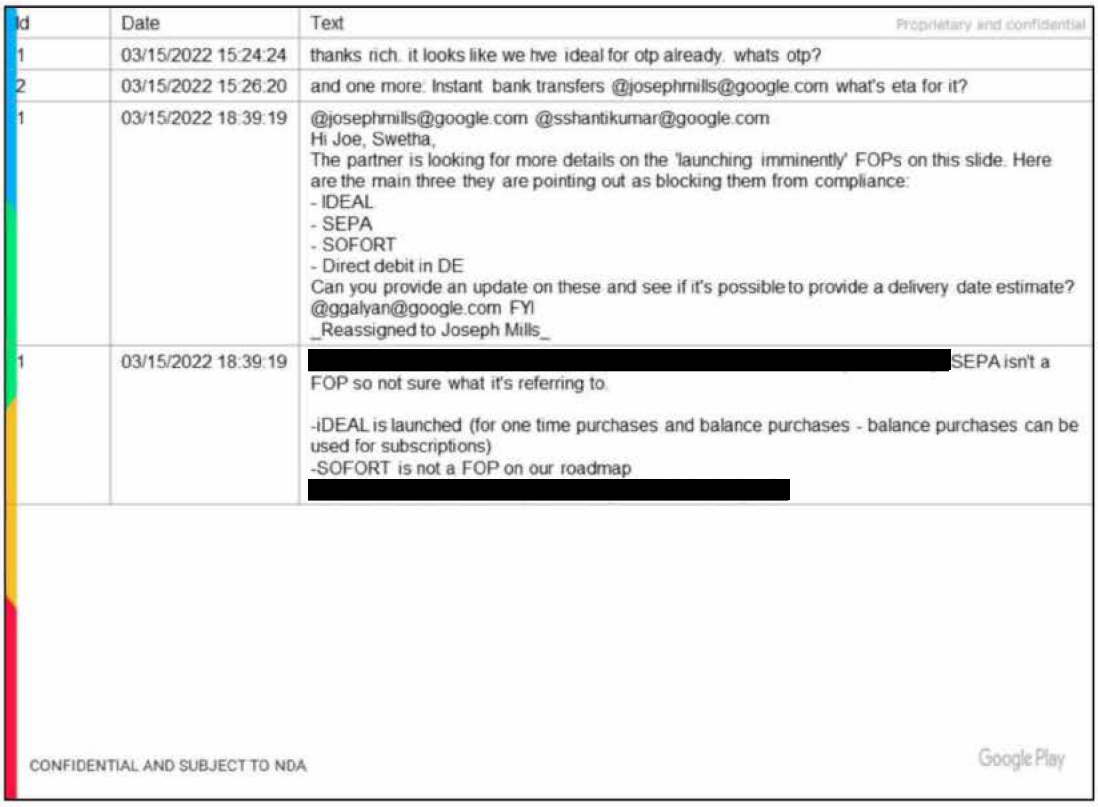
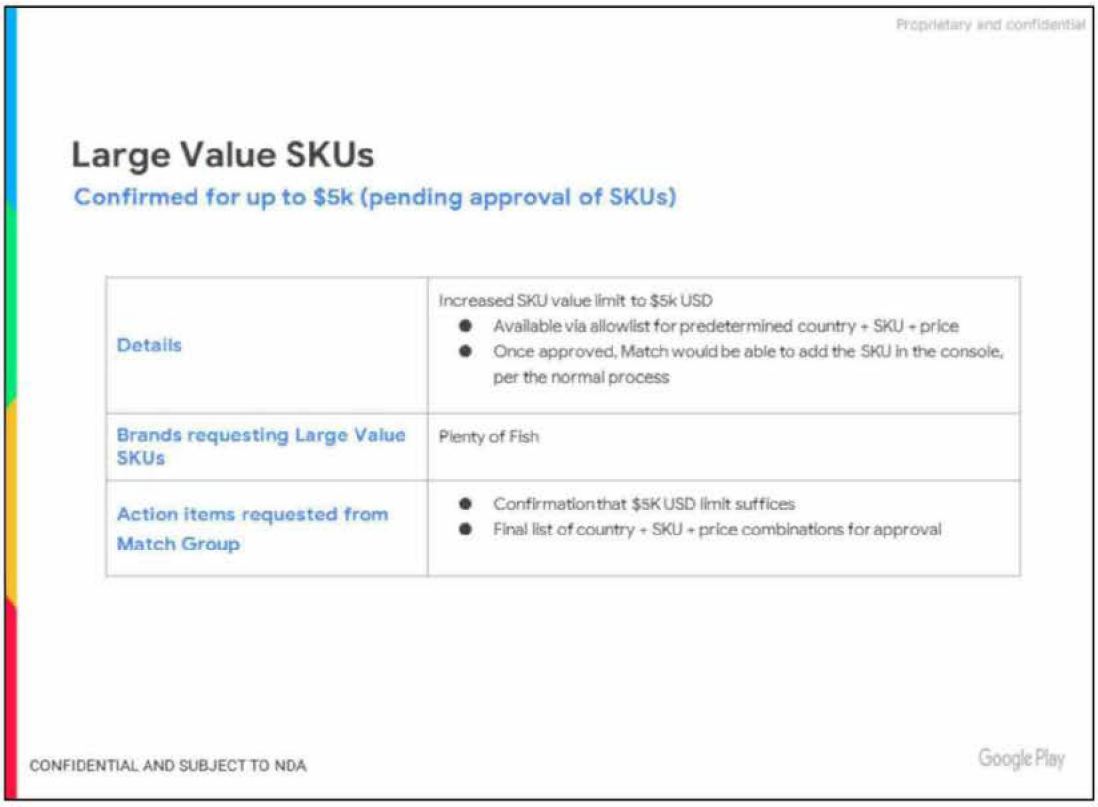
- Consult our article in Help Center
- Don't support Amex Digital at this time
- Exploring Delegated Authentication



Id	Date	Text
1	03/15/2022 15:24:24	thanks rich. it looks like we hve ideal for otp already. whats otp?
2	03/15/2022 15:26:20	and one more: Instant bank transfers @josephmills@google.com what's eta for it?
1	03/15/2022 18:39:19	@josephmills@google.com @sshantikumar@google.com Hi Joe, Swetha, The partner is looking for more details on the 'launching imminently' FOPs on this slide. Here are the main three they are pointing out as blocking them from compliance: - IDEAL - SEPA - SOFORT - Direct debit in DE Can you provide an update on these and see if it's possible to provide a delivery date estimate? @ggalyan@google.com FYI _Reassigned to Joseph Mills_
1	03/15/2022 18:39:19	[redacted] SEPA isn't a FOP so not sure what it's referring to. -iDEAL is launched (for one time purchases and balance purchases - balance purchases can be used for subscriptions) -SOFORT is not a FOP on our roadmap [redacted]



Working list: US, CA, AU, FR, UK, NZ, BR, MX

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2, 4, 8 Month Subscription Periods

Launched

Details	Available in Google Play Console (Subscriptions EAP)
Brands requesting 2, 4, 8 Month Subscription Periods	Plenty of Fish
Action items requested from Match Group	Confirmation that the feature can be adopted without issues

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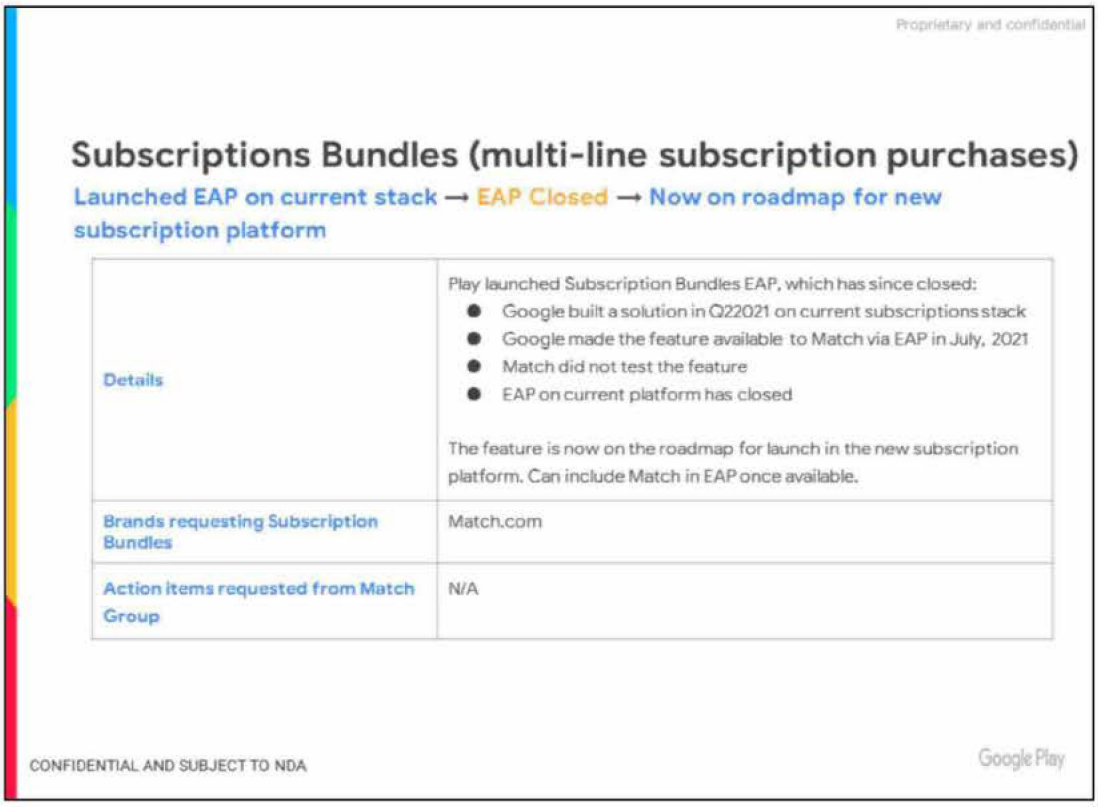

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Subscriptions Bundles (multi-line subscription purchases)

Launched EAP on current stack → EAP Closed → Now on roadmap for new subscription platform

Details	Play launched Subscription Bundles EAP, which has since closed: ● Google built a solution in Q22021 on current subscriptions stack ● Google made the feature available to Match via EAP in July, 2021 ● Match did not test the feature ● EAP on current platform has closed The feature is now on the roadmap for launch in the new subscription platform. Can include Match in EAP once available.
Brands requesting Subscription Bundles	Match.com
Action items requested from Match Group	N/A

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One Day Prepaid Plans

Solution proposed and available

Details	One Day Prepaid Plans - with top ups - are available in the new subscription platform (EAP) ● The prepaid plans functionality has been available since Q42021 ● Prepaid plans require the new subscription platform EAP and latest Play Billing Library
Brands requesting One Day Prepaid Plans	TBD
Action items requested from Match Group	● List of brands that need the One Day Prepaid Plans feature ● Functional review by all brands that need this feature

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Google has Provided (or Planned) Solves for Mutually Prioritized Product Asks

Mutually prioritized ***gating*** features *Shared tracker*	Additional FOPs	Launched (or launching imminently)
	Large value SKUs	Launched (pending approval of SKUs)
	2, 4, 8 month subscription periods	Launched
	Subscription bundles	Launched EAP, since closed; feature on roadmap for new platform
Mutually prioritized ***fast follow*** features *Shared tracker*	[redacted]	[redacted]
	One day prepaid plans	Solution proposed and available

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Play Product Update:
New Subscription Platform EAP
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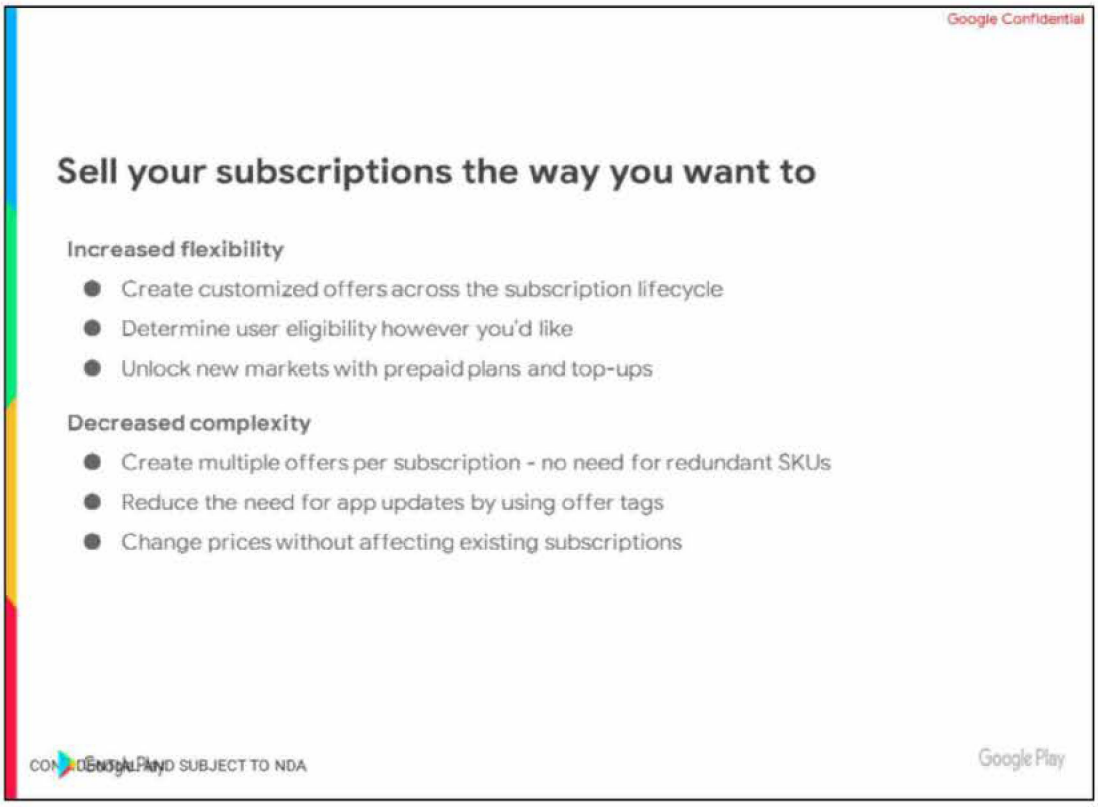
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Sell your subscriptions the way you want to
Increased flexibility
Create customized offers across the subscription lifecycle
Determine user eligibility however you'd like
Unlock new markets with prepaid plans and top-ups
Decreased complexity
Create multiple offers per subscription - no need for redundant SKUs
Reduce the need for app updates by using offer tags
Change prices without affecting existing subscriptions
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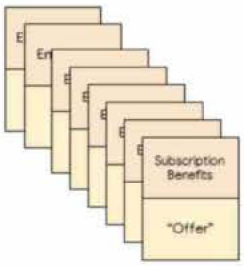
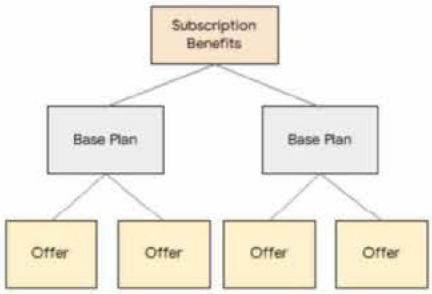
The foundation: selling a subscription in multiple ways

We're separating what is purchased, from how it's purchased

Today: simulate offers by creating mostly-redundant SKUs. Difficult to implement and scale.



New: each subscription can have multiple base plans and offers



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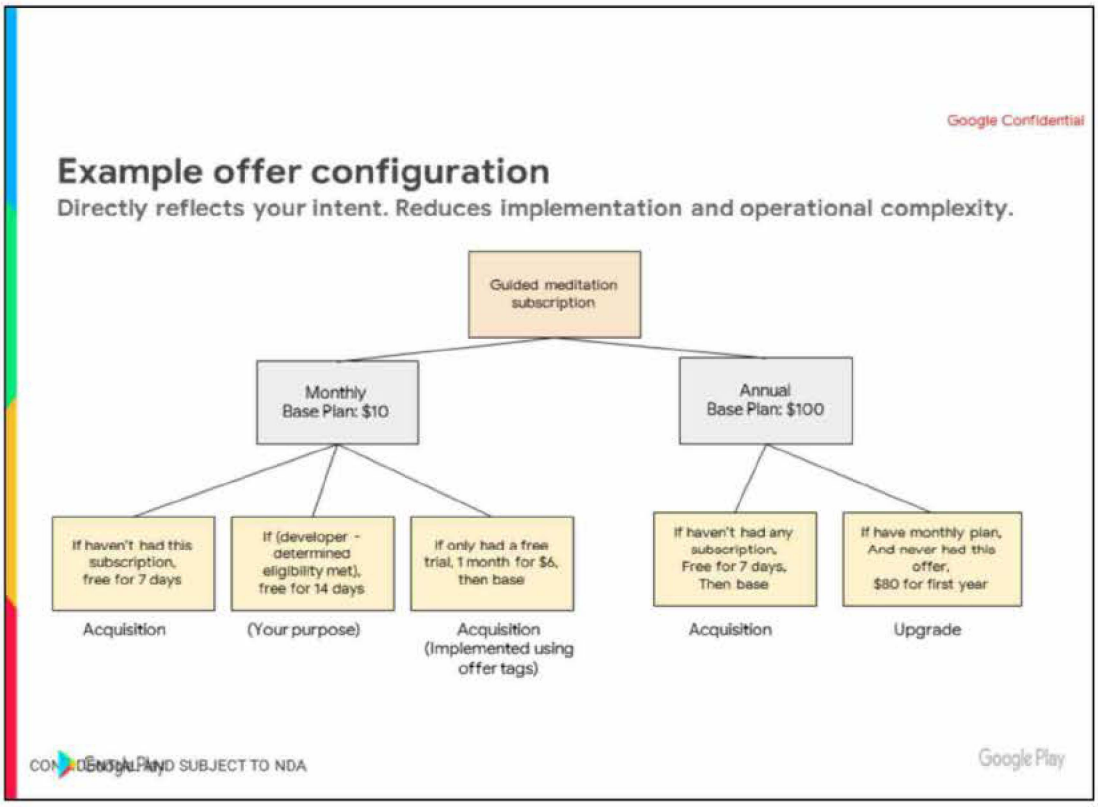
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Example offer configuration
Directly reflects your intent. Reduces implementation and operational complexity.
Guided meditation subscription
Monthly Base Plan: $10
Annual Base Plan: $100
If haven't had this subscription, free for 7 days
If (developer - determined eligibility met), free for 14 days
If only had a free trial, 1 month for $6, then base
If haven't had any subscription, Free for 7 days, Then base
If have monthly plan, And never had this offer, $80 for first year
Acquisition
(Your purpose)
Acquisition (Implemented using offer tags)
Acquisition
Upgrade
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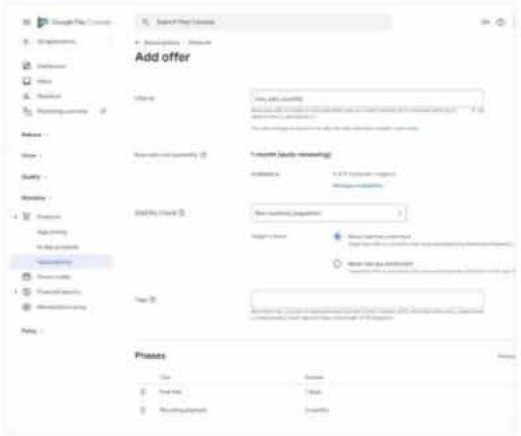
Offers in Play Console

Simple, scalable workflow

- Create multiple base plans and offers per subscription
- Activate and deactivate offers as desired
- Create region-specific offers
- When changing prices, optionally keep existing subscribers at the current price



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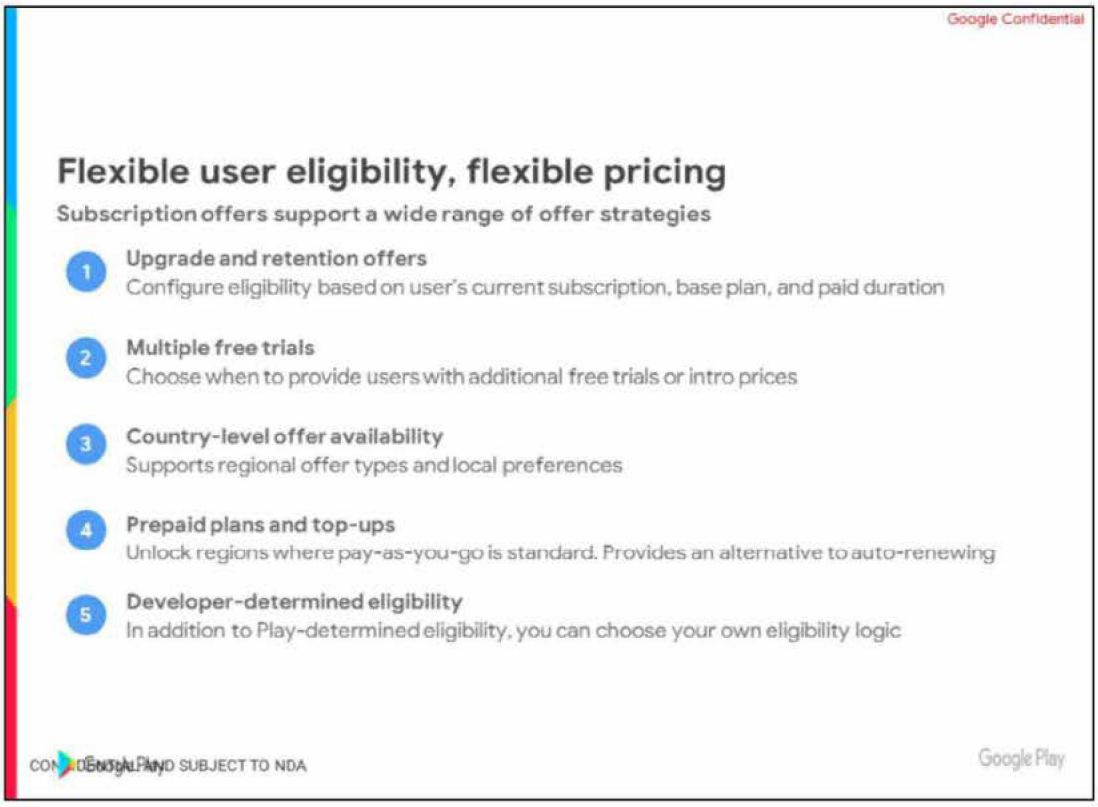
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Flexible user eligibility, flexible pricing
Subscription offers support a wide range of offer strategies
1
Upgrade and retention offers
Configure eligibility based on user's current subscription, base plan, and paid duration
2
Multiple free trials
Choose when to provide users with additional free trials or intro prices
3
Country-level offer availability
Supports regional offer types and local preferences
4
Prepaid plans and top-ups
Unlock regions where pay-as-you-go is standard. Provides an alternative to auto-renewing
5
Developer-determined eligibility
In addition to Play-determined eligibility, you can choose your own eligibility logic
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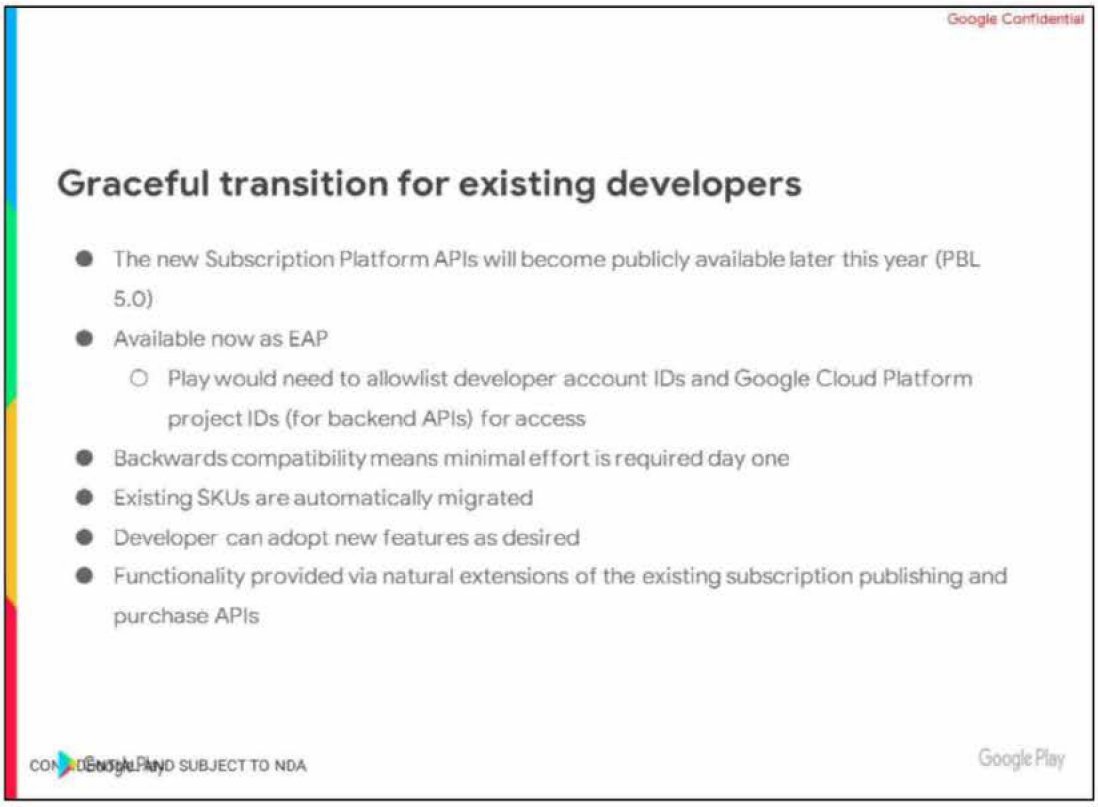
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Graceful transition for existing developers
The new Subscription Platform APIs will become publicly available later this year (PBL 5.0)
Available now as EAP
Play would need to allowlist developer account IDs and Google Cloud Platform project IDs (for backend APIs) for access
Backwards compatibility means minimal effort is required day one
Existing SKUs are automatically migrated
Developer can adopt new features as desired
Functionality provided via natural extensions of the existing subscription publishing and purchase APIs
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Next steps for how to participate in the EAP
1
Confirm interest
Your BDM
OR
Play POC
2
Receive technical implementation documentation
3
Receive access to new Play Console, Publishing API, Billing Library, and Subscriptions API
4
Launch product
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Next Steps
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Next Steps for Match Group and Google Play Product
1. Match Group feedback requested for
Large value SKUs
2, 4, 8 Month Subscription Periods
[redacted]
One Day Pre-Paid Plans
2. Match Group to share whether its brands are interested in partaking in the new Subscription Platform EAP. If interested:
Share Google Cloud Platform project ID for endpoint access allowlisting
Provide developer account ID for migration of SKUs (Play to migrate)
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APPENDIX
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[redacted]

Match Requested Feature	Availability in EAP
Terms: 3 months +	✓
Discounted pricing for >1-month subscription	✓
Monthly payment schedule (no flexibility)	✓
Revenue realization - up-front or rolling (varies by Match app/geo)	✓ (rolling only)
Drop the "debt" if a user cannot be recovered (varies by Match app/geo)	✓ (will not vary)
Recovery: use a broader timeframe, including a Grace Period	✓
Recovery: interventions such as in-app messaging, emails, etc.	✓
Recovery: No debt "holdover" if a user is recovered after Grace Period	✓
Voluntary Cancellation winback offers	TBD
Upgrade / downgrade to a new plan	TBD

Important note: The features listed above represent the current design plans for the first release and are subject to change

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